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PUBLISHER  
HERMANT BLDG.  
21 Dundas Square  
TORONTO

CANADIAN MOVING PICTURE

# Digest

THIRTY-EIGHTH YEAR OF

PUBLICATION 1915-53

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

VOL. 45, NO. 32

TORONTO, ONTARIO, CANADA

AUGUST 8, 1953

## Veteran Showmen Repeat on Past Performance

Back over a quarter of a century, the late William Fox, founder of the worldwide Fox Film Enterprises, presented to the film trade, Talking Picture Equipment, under the Trade-mark Movietone, following the previous sound presentation of Vitaphone, introduced by Warner Bros. and which startled a world of movie patrons, into exclaiming, "The screen has found its voice, and it is a miracle."

What Vitaphone did to the Film Trade, those of us, who can look back to the years of 1924-5-6 already know.



HARRY WARNER

We do not like to repeat ourselves, for in repetition, facts and fiction lose their flavor, but since many of us still appear to be chasing our tail in circles, in an endeavor to bite into the question of 3-D, Stereophonic Sound, and Wide-screen, may I repeat, that what happened, when Sound roared or stuttered, the latter resembling an impediment in speech, across the screens of the world, had the impact of a Tidal Wave, followed by an earthquake, in which Film Structures saw their Film Backlogs, their Equipment, go down the river, and all Film Interests had to build anew in order to remain in our business, which opened up a road to a new prosperity.

Warner Bros. pioneered Sound with

Vitaphone, which was followed by Movietone, but Vitaphone was a superior process, and became more popular.

Today, 20th Century-Fox has quickly followed Cinerama, introducing CinemaScope, and is the pioneer in this field, with Equipment for general theatre use.

Irrespective of the costs of installation, these are not any higher than were the costs for the installation of the first Sound Equipment on the market, by an established Equipment Company.

Many pictures, on the market, use General Electric Sound, and many use RCA. In addition to these, there are other trademarks.

Following 20th Century-Fox's CinemaScope, and Warner Bros. WarnerSuperScope, to be correct, not following, but in the middle of both, there is a formidable list of other Trademarks, which are presenting Equipment designed for 3-D, Stereophonic Sound and Wide-screen. Generally these Trademarks claim a more simple process of presentation.

We have a record in our business of the Battle of the Giants, the caption was coined in those years in which the majors fought each other, for the acquisition of theatres.

Today, we are going to see the Battle of the Giants in the Equipment field, because it is very evident, that the strong competitive spirit, in our business, has been given an added impetus in respect to Equipment, with its potential Million-Dollar-Market right in the lobby entrance of our theatres.

When something occurs in our Industry, which can make thousands of exhibitors, and millions of people stop talking about TV, and start talking about 3-D, Wide-screen, etc., that which has happened is big enough for a Battle of The Giants.

The best thing which could happen to our Industry is the continuance of Research, and Competition.

It took a few Independents, engineers, mostly, not showmen in our acceptance of that term, to give us Cinerama, and there is, at the present time, a number of Independents, with claims, that their process is the best.

There will be others, who will discover something of interest in this Equipment field to present.

Exhibitors have a disposition which prompts them to do business with established companies, with companies which will remain in business, with companies to which they can go, in case the purchased product does not produce, or in the matter of Equipment is defective, or in need of repairs, or adjustments, or service, the latter for sure.

It is natural, when an exhibitor intends to spend thousands of dollars on Equipment, that he makes such an expenditure with a company with which he is familiar, some company in our business, some company which speaks our language, for we do not live in a Tower of Babel. With or without the benefit of a dictionary, we have a common language which all of us understand.



SPYROS P. SKOURAS

When we say, "that picture stinks," we do not mean that it has an offensive odor, we mean, that it does not bring patrons to the box-office.

When we say, "That picture is a piece of cheese," we do not mean, that it is a

(Continued on Page 8)

14th ANNUAL DIGEST SHOWMANSHIP CONTEST NOW!

## VANCOUVER NEWS

By JACK DROY

"House of Wax" is racking up top grosses in the Famous Player houses in the B.C. interior. Confection sales reach their peak during the showing of action pictures, a check-up with B.C. theatre-men, shows. Musicals and drama films do not stimulate concession sales, exhibitors said.

*Three movie stars on their way to Jasper Park, Alberta, Marilyn Monroe, Robert Mitchum and Rory Calhoun, in town between planes with a 20th-Fox production crew. The airport was jammed with film fans waiting to see the movie stars.*

Staff of the Odeon-Paradise threw a party for their former manager, Al Mitchell, who was promoted by the circuit to supervisor of three theatres in the New Westminster district for Odeon. Warner's manager, Earl Dalglish, is on vacation at his summer home at Gibson, upcoast from here.

*Marge Brewer, Odeon-Hastings secretary, on the sick list. Harold Warren, Famous Players partner in Port Alberni on Vancouver Island, was in, conferring with circuit officials, and reports he installed 3-D in his Capitol Theatre.*

Two drive-in theatres near Vancouver are getting around the Lord's Day Act, by taking a silver collection at the gate and giving the proceeds to help build a swimming pool in the district for the juveniles. The theatre industry has nothing to say on the subject of Sunday movies. It will undertake them if the public decides it wants them but it won't encourage any change, showmen reported.

*Washington Thorn of the Steva at Steveston in the Fraser Valley is the first Indie exhibitor to instal 3-D equipment in B.C. No drive-in theatres in the province are equipped to date.*

Victor Tombe, former Saskatchewan theatreman, is the new assistant manager at the Capitol, replacing Paul Mojleski who resigned to join a local beauty supply firm. Sydney Chatton, a former film row employee now a T-V producer in New York, is here on vacation and busy looking up his friends in the amusement business.

*Dan Sutherland, veteran theatreman and father of Gerry Sutherland, Odeon B.C. district manager, is convalescing at home after a spell in hospital with heart trouble.*

Calgary Stampede broke all existing records this year.

TRADE  
headlines

MGM's Lili, opened at Towne Cinema, Toronto, last week and looks good for an extended run.

WB ready with Wide-screen projection trademark, Warner-SuperScope.

20th Century-Fox to demonstrate CinemaScope at Imperial theatre, Toronto, Tuesday, August 11th.

UA opened the first of its International series of meetings in London, last week with about 100 representatives from 17 countries in attendance. Arnold R. Picker, vice-pres. in charge of foreign distribution, Robert S. Benjamin, chairman of Board of Directors, and Max E. Youngstein, vice-pres. were among the speakers.

Joseph Lewis, Dominion-Milton Box Company, and brother of Ray Lewis is one of six partners in the ABC Drive-in being constructed by Jake Silverman, pioneer showman, 31½ miles outside Washington D.C. in Maryland. Capacity 750 cars.

Cinerama, in Detroit reaches longest run of any picture shown there, with its 244th performance last week.

Charles Doctor, Famous Players, Capitol manager, Vancouver, and P.E. McCoy, manager of the Miller Theatre, Augusta, Ga. were the winners for the second quarter Quigley Award competition in Showmanship. Doctor won on Hans Christian Andersen campaign

Honor winners, second quarter Quigley Showmanship Awards, Martin Cave, Dominion Theatre, Victoria, B.C., Bob Harvey, Capitol, North Bay, Ont.

Moulin Rouge, UA, moved out of the Hyland, Toronto, and is now in its 13th week, playing 3 Odeon houses, Danforth, Fairlawn and Humber.

Paramount introduces 14 weeks Sales Drive as tribute to Adolph Zukor's 50th Anniversary, beginning Aug. 30th to Dec. 5th.

The Tower theatre, Philadelphia, AB-PT suburban run last week made the experiment of giving patrons permanent 3-D polarized glasses, improved style, distributed by National Screen Service in the U.S.

# Ray Presents



**W**HAT'S NEW that is news? I hear that, in addition to the Imperial Theatre, Toronto, which will have CinemaScope installation, another downtown theatre is preparing for a change-over to the New Look.

*The Famous Players Canadian Corp., will hold its Eastern Conference at the King Edward Hotel, Toronto, commencing, Sunday Morning, Oct. 4th, at*

*11 a.m., with a session at the Imperial Theatre, where there will be demonstrations of 3-D, Wide-screen, Stereophonic Sound and CinemaScope.*

**T**THIS IS certainly a most practical way of arriving at a solution of a problem, in respect to Equipment, for the time is NOW to make a decision.

The Imperial is a big house, and naturally would not compromise on the question of Equipment, for a house, like the Imperial, requires the biggest, and the best which the Equipment market has to offer, and executives of Famous Players, with technicians and Equipment experts, have been watching the Equipment development for almost a year.

*I think, that some theatres can afford to compromise, and make installations, according to their respective size, in order to obtain the best effect from the new Equipment installed.*

**T**HERE IS NO USE paying for a volume of sound which has to be toned down to a minimum, because the theatre is too small to absorb a larger volume of sound.

There is no use, for a small theatre, to install a screen which overpowers the rest of the theatre, unless the theatre, in its use of such a screen can get the illusion created by the Planetarium, in Chicago, the seating capacity of which is small, but the space appeared to be limitless, as we travelled across the Equator, and through the heavens, meeting stars and planets, face to face. There was an illusion of an immensity of space in that small theatre.

*Whatever exhibitors do, in respect to the installation of the New Look, let there be sound judgment in the selection of the Equipment. Do not look for the biggest, look for the most efficient and most expressive.*

**Y**OU AND I know, that with rare exception, all women love mink coats, but we, also, know, that some women look more attractive in a coat which is not mink, and irrespective of the fact, that the women in question may feel fashionable, and as well-dressed as their neighbors, their best friends know, that these women are over-dressed, and the investment in mink coats, for such women, is a waste of money, even if they have the skin you love to touch.

*Your theatre can be over-dressed, also, and lose a certain homelike, comfortable, as well as charming atmosphere which it has acquired, through good and intimate operation.*

**I** SAW A SHOW at Loew's Uptown, Toronto, with a 3-D picture. I was not particularly impressed, because those damn glasses would not stay on my nose, and I had to continually catch or adjust them, with the result, that I was tired, fed-up, and not in the mood to size-up the benefits.

*I saw a 3-D picture at Shea's, Toronto, with glasses, also, the glasses were still irritating, but the picture, and the glasses were both better-made, which helped.*

*I saw White Witch Doctor at the Odeon-Carlton, Toronto, without glasses, and certainly, that picture's presentation, and the illusion of depth, as much depth, to my way of thinking, as we require in pictures, panoramic vistas, was as beautiful as it was thrilling.*

**I** BELIEVE, that the Odeon-Carlton equipment installation was done by Perkins Electric. Certainly White Witch Doctor, proved a thrilling experience on that screen, because it is a picture which lends itself to expansive vistas, and the grandeur of nature unspoiled by man.

*I visited the Towne Cinema to see MGM's Lili, the theatre was filled to capacity, with a line-up waiting for the second show.*

**T**HE picture, Lili, has not been produced for Wide-screen, but every bit of it was 100% enjoyment. If any attempt had been made for a 3-D or a Wide-screen or Stereophonic Sound in the production or presentation of Lili, the producers would have ruined this picture, which in its present form is a gem of entertainment.

*You may be inclined to argue with me, that it will not make millions of dollars for the producer, but I can argue back, that it did not take a million to produce, and where is it written in our Book of Profits, that all the pictures produced must make millions for the producers, the distributors and the exhibitors?*

**I**N THIS Day of Babel, petite, charming, fragrant, Lili, in a dollar sense is not living in an orphanage, she is going places.

As an example, she is in her 22nd week in New York City, playing to \$1.50 top, at the Trans-Lux 52nd Street, and showing no signs of diminishing popularity.

*In Chicago, she is at the Ziegfeld, in her 8th week, and doing fine.*

*In Baltimore, Lili is at the Playhouse in the 3rd week, \$1.00 top and, with a theatre seating capacity of 420, she did \$6,500 the second week.*

*In Minneapolis, Lili, at the World, did, according to Variety, "a whopping \$7,000."*

**L**ILI is the story of a little French girl, whose father dies, and she comes to Paris to seek employment with a Baker, a friend of her father.

The Baker has died, and, Lili, after some difficulty with two-legged wolves, finds herself with a carnival, in love with the magician, who does not love her, but she is loved by a puppeteer, the latter who gives her employment.

*The magician is married to Rosalie, (Zsa Zsa Gabor) who assists him in his act, and despite a little desire under the canvas, the magician (Mel Ferrer) is afraid to eat up little Red Riding Hood, I mean, Lili, because there is a code of behavior in the carnival, which has a disposition to watch over orphans, particularly little girls, who may be led astray by bad wolves in the carnival.*

**P**AUL GALLICO wrote the story, and those, who are familiar with this author, know that in whimsy, there is no one more whimsical, that in flights of fancy, there is no other author who has a greater strength in the delicacy of his wings.

*Lili has, as her most intimate friends, the puppets, which make love to Lili, through the voice and manipulations of the puppeteer, and since Lili is that delightful French actress, Leslie Caron, and Jean Pierre Aumont is the puppeteer, with Mel Ferrer, Zsa Zsa Gabor, Kurt Kasznar all adding their European touch of artistry to a European atmosphere, and background, the result is a delightful picture, recalling to my mind the charm of that picture of long ago, Seventh Heaven, and which revealed a new star in the motion picture firmament at that time, Janet Gaynor.*

**C**HARLES WALTERS directed with skill and delicacy a fragile story, and Edwin H. Knopf produced for MGM, while Helen Deutsch is responsible for a fanciful, but com-

(Continued on Page 5)

## Toronto and District

By BILL PRESS

The federal government's first report on the Canadian film industry tells that the production of 31 reporting firms brought total gross revenue of \$2,605,530. To this can be added an estimated \$2,500,000 which was spent on producing and laboratory work by National Film Board and some provincial governments.

Thus, the 1952 film-making program in this country exceeded the \$5,000,000 mark.

It has been further pointed out that, of the 206 non-theatrical short subjects produced by private firms, 83 percent were in color, 86 percent were in sound, 80 percent in English, 16 percent in French and four percent in other languages.

*Consolidated Theatres Limited, a Montreal affiliate of Famous Players Canadian Corp., has declared a dividend of 13 cents on the Class "A" common stock, payable Sept. 1 to shareholders of record Aug. 3.*

*The Consolidated circuit is headed by J. Arthur Hirsch.*

Sunday film shows are being presented by community Film Councils in at least four Canadian cities, according to a quick check of the development, use being made mostly of National Film Board pictures.

Three of the larger centres are in Ontario, Kingston and Ottawa as well as in Toronto where the start of Sunday night performances encouraged a controversy. Another city is Moose Jaw, out west, and there may be more.

At Kingston, the presentations are conducted in City Park, which is under the jurisdiction of the municipality. The program on July 26 comprised "Immediate Action", "The Son", "Western Wheat", "Eye Witness" and "Three Little Bruins".

*The Famous Players' Skyway Drive-In at Hamilton has introduced an electric miniature train, in the latest streamline design, as a nightly attraction, for juveniles but a charge of 10 cents is made for a ride.*

*At the North-East Drive-In, Toronto, the rides are free.*

A flurry of "unusual" pictures enlivened the mid-summer season in Toronto, with openings July 28 or 29.

The much-heralded "Lili" arrived at the Towne Cinema while the International Cinema offered the French comedy, "The Big Day" or "Jour de Fete", plus "Last Holiday", starring Alec Guinness who is currently prominent at the Stratford Shakespearean Festival.

The Hollywood Theatre came out with a twin-bill that was labelled "Two Strictly Adult Imports", "The Blue Angel" from Germany, featuring Marlene Dietrich, and "Frustration" from Sweden.

*Six units of B.&F. Theatres made a mid-week splash with special juvenile matinee programs on Wednesday, June 29, as a change of summer pace from the usual early Saturday shows.*

*Participating in the line-up were the Prince of Wales, Vaughan, Lansdowne, Carlton, Bellevue and Beaver.*

Announcement has been made that, because of the ill-health of the owner, the Rouyn Theatre at Rouyn, including an apartment block, has been placed on the real estate market through L. T. Garon. The licensee of the theatre is listed as F. Robin.

The Rouyn, which has 580 seats, alternates with French and English film bills. There are four other theatres there, two of which are Famous Players' units.

*Quite a number of Toronto theatres took advantage of the midnight show privilege, under the local by-law, in conjunction with the Civic Holiday date.*

*Outside of the Ontario Capital, some drive-ins went in for fireworks displays to help celebrate the holiday.*

The last tornado victim to leave the hospital at Sarnia was Roy Kent, the 66-year-old doorman of the Famous Players' Imperial Theatre which was wrecked by the windstorm May 21.

More than two months later, Kent was discharged as having recovered from injuries which he sustained when thrown against a wall at the theatre.

*Variety was the keynote of the bill at the Odeon Palace in Hamilton for the week of July 27. The feature was the 3-D picture, "Arena"; an added number each night on the stage was "Jayzee" the Hypnotist, and the shorts were three pictures of the flat type. Prices scaled up to 75 cents.*

After 2½ months away from his desk, during which he saw the Coronation and other happenings across the Atlantic, Jack Karr resumed his duties as show commentator for the Toronto Star but was in New York after only a few days to cover theatre doings there.

## THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

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Address all mail to the Publisher  
CANADIAN MOVING PICTURE DIGEST  
COMPANY, LIMITED  
21 Dundas Square - Toronto  
Telephone: EMpire 8-8696  
Cable: Raydigest

Established 1915. Publication weekly.

Subscription: \$5.00 yearly

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## Maritime News

HELEN CROWLEY

Mrs. Gwen Cameron and Mrs. Gladys Brown, daughters of Mayor A. J. Mason, Capitol Theatre, Springhill, N.S. had a thrilling experience last week. Mrs. Cameron, Skipper of her 42-foot yacht, the "Gwenman", together with her sister, a nephew, and Captain Mann Trenholm, left Rose Blanche, Newfoundland, expecting to arrive in Sydney next day. However, fog closed in, the wind breezed up, and the waves were terrific. The yacht carried no log and they didn't know where they were. Food and water ran out and there was no gasoline in the engine. On the fifth day, the fog cleared—next day they were able to chart their course from a fishing dragger off Cape Canso, eastern tip of the Nova Scotia mainland. At 6.50 a.m. on the sixth day land was sighted and they entered Liscomb Harbor under sail an hour later. Liscomb residents treated them royally. Mayor A. J. Mason motored to Liscomb to accompany his daughters on the homeward trip, where after a week of anxiety family and friends gave them a royal welcome home.

*Mr. S. Babb of the Franklin-Herschorn Circuit is combining business with pleasure and with his wife and family enjoying a motor trip to Halifax, Yarmouth and Sydney.*

The "walk-in" section of the Grand Bay Drive-in theatre (Franklin-Herschorn Circuit) is being well patronized—a great many people from the surrounding summer resorts of Belmont, Grand Bay and Martinon walk to this Drive-in to enjoy the movies. Quite a few tourists from the nearby motels also attend this outdoor theatre.

*Night horse-racing combined with exceptionally fine weather continues to be stiff opposition during the summer months in Charlottown and Saint John—in the latter situation, stock-car racing at night has also been resumed after one week without it.*

## COMIC BOOKS

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## Ray Presents

(Continued from Page 3)

pact screen play.

*I had not intended getting into a review, on, Lili, at this particular hard-fact time, of discussing new Equipment, but now that I have permitted myself this pleasure, I may as well say something about the 20th Century-Fox, White Witch Doctor, starring Robert Mitchum and Susan Hayward, and which picture I mentioned, in connection with the new screen at the Odeon-Carlton.*

**WHITE WITCH DOCTOR**, reminds me, somewhat of the UA picture *African Queen*, because of its background of jungle and primitive peoples, and perhaps, because of the characterizations, the spinster-missionary of *African Queen*, and the widowed-medico of *White Witch Doctor*.

*Mitchum as the Jungle exploiter is not unlike Bogart of the African Queen jungle.*

*White Witch Doctor is in its second week at the Odeon-Carlton, Toronto, and has an advantage over African Queen, because it has been produced to take advantage of the New Look, which enhances the color by Technicolor, and gives you an idea of the depth, the expanse of the jungle, in which setting, by comparison, man is but a pigmy, and the embrace of a voluptuous Mother Nature may be all-consuming and suffocating.*

**THE** story of *White Witch Doctor* is a robust one, and the scenes, in which the people of the jungle live, love, dance and perform their mysterious rites are fascinating and thrilling scenes.

Here is a story which lends itself to volume of sound, multiplicity of Sound Effects, and which requires this kind of treatment to obtain the most out of its values, which is the opposite of the story of, *Lili*, the latter which requires no externals, save what the producer has given it with color by Technicolor.

*I had so much, which I thought was, news and new, to talk to you about, but look at the space, I have already consumed, and I have only started, therefore, I must return to the Famous Players Canadian Eastern meeting, from which announcement I wandered, in my usual digressive way, to take you into my thinking-confidence.*

**THE** sessions will continue until Wed. Oct. 7th, closing with a dinner on that evening, at the King Edward Hotel.

Famous Players Canadian Corp.'s president, John J. Fitzgibbons, C.B.E., stresses, in his letter to partners, announcing the Eastern conference, in Toronto, that irrespective of various trade reports, "there are a sufficient number of well-

made box-office attractions already produced or being produced, that indicate we can look forward to the 1953-54 season with as much or more confidence than ever before, but it will be necessary for us to take full advantage of the interest that has been created in our business because of these changes."

*August 31st will see the close of The Digest's 14th Annual Showmanship Contest, with judging of campaigns to take place some time in September. Please send in your campaigns now.*

*Twentieth Century-Fox, will, on Tuesday, August 11th, at 9:30 a.m., give a demonstration of CinemaScope at the Imperial Theatre, Toronto, admission by invitation, and through tickets obtained from the 20th Century-Fox Canadian general manager, Peter Myers, at the head office, 110 Bond Street, Toronto.*

**THE** Imperial will install a concave screen, 48 feet wide and 23 feet high.

In conjunction with the CinemaScope demonstration there will be about 15 minutes of scenes from, *The Robe*, and, also, selected scenes from the new Marilyn Munroe picture, *"How To Marry A Millionaire."*

*Not to be facetious, with, or without CinemaScope take a look at Marilyn, for the answer to the title of her new picture, T.O.T., and I am not explaining these letters, for anyone, in our Industry, who does not know, is not ready for such enlightenment.*

*I'll be seeing you, in all the old familiar places, soon, very soon, and incidentally, Exhibition is drawing near, another few weeks; and Jack Arthur is right in the heart of preparation for his Canadian National Exhibition show.*



## ASTOR ACQUIRES 3-D FILM

Astor Pictures has acquired worldwide distribution rights to the 3-D science-fiction feature, *"Robot Monster,"* in a deal with Al Zimbalist, executive producer of Three-Dimensional Pictures, Inc. *"Robot Monster"* will be nationally released in three weeks through Astor exchanges.

At same time Astor Pictures also acquired an option on worldwide rights to *"Cat Woman on the Moon,"* to be produced by Zimbalist starting in six weeks and utilizing 3-D equipment of the Tru-Stereo Corp.

## LILI AT TOWNE CINEMA

Gerry Saunderson's (Manager of Towne-Cinema) highly successful *"Lili"* campaign, now playing to top business included the following:

Sunnyside Amusement Park agreed to the setting up of a 16 mm. projector at People's Credit Jewellers outdoor auditorium for the purpose of running off the *"Lili"* trailer. This trailer played to some 10,000 people a week prior to the opening.

To follow the pattern of a strong teaser ad campaign, Gerry had 200 street cars carry outside placards reading: *"You'll Fall In Love With 'Lili'."* Placards also included a neat shot of Leslie Caron.

Advance screenings were held for all leading disc jockeys, newspaper critics, and columnists.

In a tie-in with Simpson's Department Store Record Department, two girls dressed in *"Lili"* costumes were placed on the street to hand out envelopes which included the following copy: *"This envelope contains . . . a scene from 'Lili.' Bring it with this envelope to . . . Simpson's Record Dept. If you are among the first 100 persons to select 'Lili' you will receive . . . the MGM record 'Hi Lili, Hi Lo' and . . . a double pass to see 'Lili' now at the Towne Cinema."* Simpson's ran a display ad announcing this ballyhoo.

A window display of *"Lili"* puppets was arranged at Eaton's Department Store using scenes from the picture and giving full credit to the opening at the Towne-Cinema, Toronto.

A flasher arrangement was made for his marquee spelling out *"Lili"* and a special 24 sheet billboard was placed on the side of the theatre.

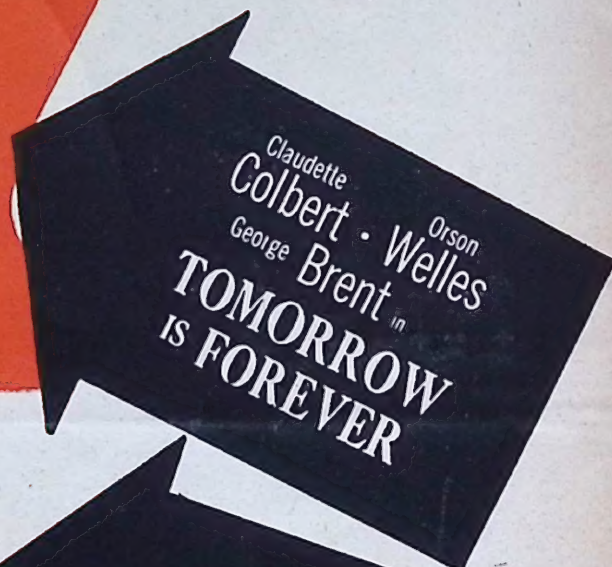
## 13 FROM RKO

Announcement of a thirteen-film schedule for the next six months was made during the recently concluded RKO sales meeting by J. R. Grainger, company president.

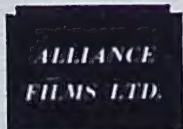
Slated for August release is *"Devil's Canyon,"* a Technicolor Western with Virginia Mayo, Dale Robertson and Stephen McNally, to be followed by Walt Disney's *"The Sword and the Rose,"* starring Richard Todd and Glynis Johns.

Among the Technicolor features scheduled for later distribution are the following: *"Decameron Nights,"* with Joan Fontaine and Louis Jourdan; *"Son of Sinbad,"* starring Mr. Robertson, Sally Forrest and Mari Blanchard; *"The French Line,"* with Jane Russell, Gilbert Roland and Mary McCarty, and *"Rangers of the North,"* with Victor Mature, Vincent Price and Piper Laurie.

December releases will include an adventure, *"The Big Rainbow,"* and the latest version of Rex Beach's *"The Silver Horde,"* starring John Wayne and Miss Russell.



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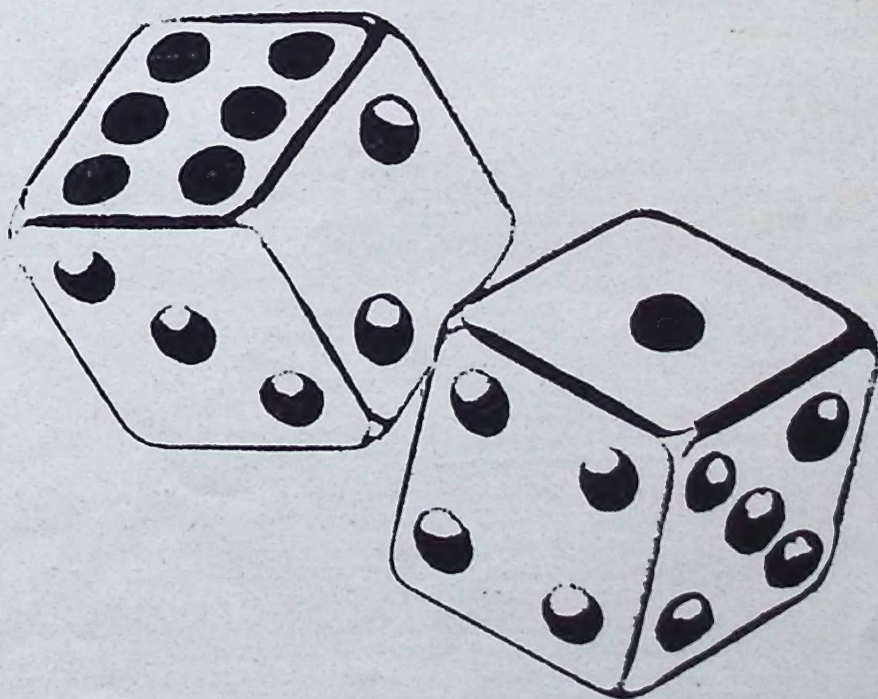
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(TECHNICOLOR)
- **CASANOVA BROWN**
- **THE STRANGER**
- **IT'S A PLEASURE**  
(TECHNICOLOR)

## Veteran Showmen

(Continued from Page 1)

dairy product, we mean, that it is hammy, we do not mean, that it is pig, which has been sugar-cured, we mean, junk, and when we say, junk, we do not infer that it is scrap-metal, or scrap-iron, etc., we mean to imply, that the picture lacks entertainment quality. Quantity it may have, and there are certain movie patrons, whose taste for quality is so undeveloped, that they call quality, a piece of cheese, and a piece of cheese, quality. Some patrons, in our language, may truthfully be referred to as punks.

In England, it is the custom for a jury, on a post-mortem, to announce Death by Misadventure, when the dead one has come to a grand finale, because of an accident, or through unknown causes.

There need be no post-mortems in our Industry, or any, Misadventure-demise, the exhibitors and the producers, have available, through the Trade Press, an



DARRYL ZANUCK

abundance of Equipment information on all the new processes.

Last week's Digest presented the story of WarnerSuperScope.

It is a fact, that Warner Brothers have been pioneers in motion pictures, opening up our vision and enterprise into new vistas of endeavor throughout their film enterprise.

WarnerSuperScope is the result of much laboratory research, and is said to be "a complete new photographic and projecting process," produced by Zeiss-Opton for Warner Bros.

WarnerColor is heralded as "a-closer-to-nature" color process, while Warner-PhonicSound is reported as enhancing the tonal values of Sound.

The Warner all-media camera is prepared to photograph, in WarnerSuperScope, and in WarnerColor, for projection on every wide-screen installation, a number of Warner pictures, meeting the present day developments and, it is said, anticipating future developments.

Jack Warner, production chief, makes a statement, that "WarnerSuperScope (it is a big word) is here."

The parenthesis belongs to The Digest and The Digest may be permitted its parenthesis, considering, that its editor knows the history of the Warner Bros. since the days in which we sang, "It won't be a stylish marriage, for I can't afford a carriage, But you'll look sweet, upon the seat, of a bicycle built for two."

In those days, The Warner Brothers were in the bicycle business, not bicycling film, but the real thing, selling bicycles, from which merchandising enterprise, they went into motion pictures.

Looking back through the years, and if The Film Daily believes, "Thirty-five years is a long time," forty years is five years longer, it does not appear to be possible that four decades have added up, since I started to be aware of the power of the screen, for which I wrote stories, a few years prior to the Digest advent of 1915.

All these years, I have heard of Warner Bros. and have watched their battle with the first film combine, in which Warner Bros. and Universal smashed their way into Independent operation, and opened up this vast film enterprise for Independent development.

The statement, by Ben Kalmenson, "In line with our policy of concentrating only on the production and distributing phases of our business, and with no wish to enter into the separate field of selling theatre Equipment, we will make WarnerSuperScope projection lenses available to exhibitors with each picture, on a very nominal rental basis, within reach of even the smallest theatre operator."

The other Giant offers CinemaScope and behind CinemaScope, the top manpower of 20th Century-Fox has been placed.

Millions of words have been spoken and printed about CinemaScope. Demonstrations have been extended across oceans.

Spyros P. Skouras has travelled, almost world-wide, in his search and investigation of technical processes, in America, and in foreign countries, and Darryl Zanuck and his production associates have made tests of the CinemaScope process, to find the answer to something new, thrilling, deep, inspiring, on a grandiose scale, to revitalize the public's taste for motion pictures, and again recreate, that miracle and wonderfeeling which made a world of people, who spoke many different languages, become movie fans and movie patrons.

The history of 20th Century-Fox is a history of daring, of adventure, of research, the constant search to make Movies Better Than Ever, and to contribute more than the surface of public entertainment.

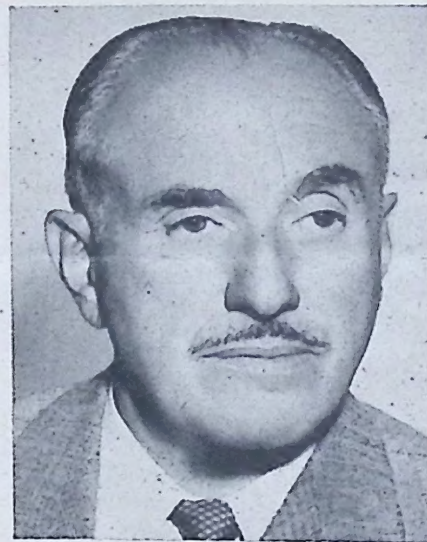
The man-power of 20th Century-Fox

pursues, with almost relentless fervor, every dollar which can be extracted out of the Entertainment value of a 20th Century-Fox picture. There is no wastage of possible coin in this policy, and the idea is, get the dough now, tomorrow is another day, and there will be another picture.

CinemaScope represents a tremendous investment to 20th Century-Fox, and the officers of this company, its producer-associates have revealed the greatest expression of confidence in CinemaScope when they used this process for, The Robe, which would, even without CinemaScope, have been classed among the Giants of Production.

The Robe has been produced in color by Technicolor, in the CinemaScope process, projected on this Company's panoramic Miracle Mirror Screen, with CinemaScope and Stereophonic Sound.

Those, who have seen Cinerama, and those who will see, The Robe, in CinemaScope, will be able to compare the wonder of these two systems.



JACK WARNER

If CinemaScope has produced, The Robe, in the manner related by Al Lichtman, of 20th Century-Fox, in his announcement, we can sincerely ask ourselves, what has Cinerama got, that CinemaScope has not attained?

We know, that CinemaScope has a dazzling and inspiring feature picture, with a running-time of two hours, which Cinerama has not, and we wonder, if the presentation of, The Robe, in CinemaScope, will not overshadow the appeal of Cinerama, which is still presenting its short subjects!!

They say, big bodies move slowly, and apropos of this kind of logic, they say, Rome was not built in a day, but in Motion Pictures, while there is profit in being first, this is the greatest business in the world for capitalizing on the other fellow's idea, and Cinerama, for various reasons, with which we are, and are not familiar, has moved too slowly; and despite its tremendous public appeal, its money-making propensities, those inter-

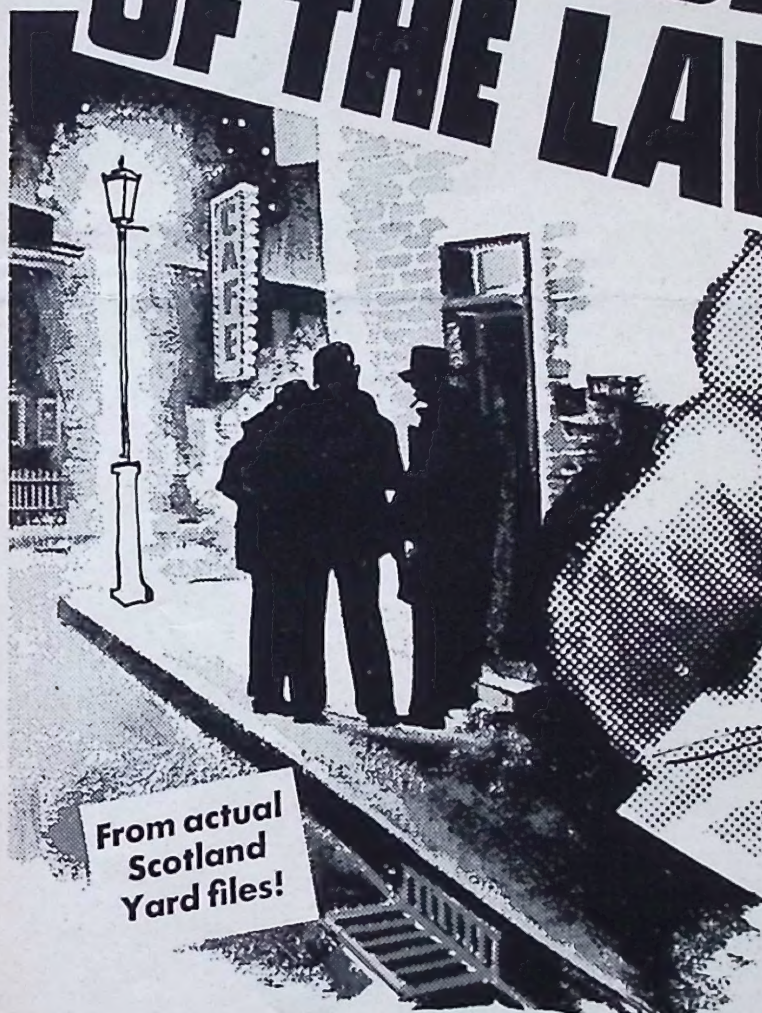
(Continued on Page 11)

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## CinemaScope To Be Used By Many Independent Producers

Twentieth Century-Fox has granted the right to W. R. Frank to film in CinemaScope. Frank will produce "Sitting Bull," a large-scale adventure drama based on the life of the famed chieftain, in the anamorphic lens process.

The Frank production, to be filmed in color brings to two the number of pictures in CinemaScope scheduled for release through United Artists. Announced previously was "The Story of William Tell," to be made on European location, produced by and starring Errol Flynn. The Flynn production will also be in color.

Twentieth Century-Fox's program in CinemaScope pictures, commencing with "The Robe" in September, initially includes "How to Marry a Millionaire," "Beneath the 12-Mile Reef," and "The Gladiators," which have been completed; "Prince Valiant," "Hell and High Water," and "King of the Khybur Rifles," currently shooting; and "Night People" and "We Believe In Love" set to roll within the next few weeks.

Other leading independent producers set to make pictures in CinemaScope are Walt Disney, who will film three features and a number of shorts. Features are

"The Lady and the Tramp," "20,000 Leagues Under the Sea," plus one still untitled. Disney will also make one of his new "People and Places" series in the anamorphic lens process.

Bert E. Friedlob has also announced production of "The Untamed" in CinemaScope.

Metro-Goldwyn-Mayer is currently shooting "Rose Marie" and "Knights of the Round Table" in CinemaScope and will lens "Brigadoon," "Beau Brummell" and "Empress of the Dusk" in the anamorphic lens process.

Columbia Pictures has scheduled a slate of seven productions to receive the CinemaScope production treatment. The line-up features "Pal Joe," "My Sister Eileen," "River of the Sun," "The Long Grey Line," "Reminiscences of a Cowboy," "The Liszt Story" and "The Black Knight."

## Warner's To Use WarnerSuperScope for Giant

It was announced last week by Jack L. Warner that negotiations have been completed with Edna Ferber, George Stevens and Henry Ginsberg for the production of Miss Ferber's current best-selling novel, "Giant," for Warner Bros. to be made at Warner Bros. studios. The picture will be filmed in the recently announced WarnerSuperScope process.

This announcement from Mr. Warner culminates several days discussion with Mr. Ginsberg which will result in one of the most discussed literary properties of the decade being produced and directed by the Academy Award-winning director and producer, George Stevens.

"The screen production of Miss Ferber's 'Giant' will be on a scale," Mr. Warner stated, "commensurate with the novel's title and subject, the vast state of Texas."

This George Stevens production of the story which critics have acclaimed as one of the finest of Miss Ferber's imposing list of best-selling novels will be the producer-director's first for Warner Bros. "Shane," the current outstanding box-office success, is the latest George Stevens production, following his 1951 Academy Award-winning "A Place in the Sun."

Miss Ferber has enjoyed the distinction of having many of her books filmed as outstanding motion pictures, including "Cimarron," "Show Boat," "So Big" and "Saratoga Trunk," the latter two produced by Warner Bros.

No casting announcements are looked for until there is further development of the screen story.

## "THEM" IN 3-D

Addition of "Them," a science-fiction drama, to Warner Brothers' list of 3-D productions should dispel any doubts as to whether or not the company has been encouraged by box-office returns from the pioneering "House of Wax," in Natural Vision.

"Them," to be produced by Ted Sherdman, brings to five the number of Warner releases slated for three-dimensional productions similar to the record-breaking "House of Wax."

Being a science-fiction subject, "Them," also completes a cycle in movie tastes. "Charge at Feather River," now in release, is a western; "Dial M. For Murder," to be directed by Alfred Hitchcock, will be a suspense drama; "Lucky Me," starring Doris Day, will be a musical, and "Hondo" starring John Wayne, will be a general action picture.

Meanwhile, Warners is planning several productions for its new wide-screen process known as WarnerScope, giving the illusion of depth without the use of polaroid glasses. Stories to be filmed in this medium were listed last week.

## Prairie News

BRUCE PEACOCK

A new 300-car drive-in theatre at Stettler, Alta, was opened recently. Theatre is owned by George and Jock Milne, Joe Smith and William Filipenko.

Operated by W. P. Pilkie and his son, B. Pilkie, the new 560-seat Inglewood theatre was opened at Edmonton, about a month ago.

## CinemaScope Demonstration For Imperial Theatre, Toronto

The first Canadian demonstration of CinemaScope has been set by Twentieth Century-Fox for Tuesday, August 11, at the Imperial Theatre, Toronto, it was announced by Peter Myers, Canadian general manager. Invited to the special morning showing will be exhibitors from all parts of Canada, newspaper reporters and editors, equipment manufacturers and government and financial leaders.

Introduction of the anamorphic lens process in Canada follows 20th Century-Fox's program of demonstrating the internationally acclaimed system of film production and projection to industry leaders and members of the press in advance of the debut of the first full-length CinemaScope picture, "The Robe."

Included on the demonstration program will be scenes from "The Robe" "How To Marry A Millionaire" and a selection of sequences illustrating the flexibility and versatility of CinemaScope. It is expected that special footage of the British Coronation and panoramic views of Paris, shown both at the London and Paris demonstrations recently, will be included in the program.

W. C. Gehring, executive assistant

general sales manager; Arthur Silverstone, Eastern and Canadian Sales Manager; Alex Harrison, Home Office Representative, will be on hand for the demonstration.

Exhibitors attending the showing will be appraised of the latest developments to speed manufacture and installation of CinemaScope equipment, including anamorphic lenses, Miracle Mirror Screens and Stereophonic sound, to enable Canadian situations to open "The Robe" shortly after the picture's world premiere at the New York Roxy Theatre.

A Canadian sales meeting has been scheduled to take place to coincide with the demonstration and will be held August 10-12.

## CAPITAL STORY

By BILL McLAUGHLIN

Civic holiday in this capital city was just another reminder that the dog days of show business are still with us. True, the drive-in spots are pointing to another record for the season, with hotdogs, soft drinks and fireworks displays thrown

in for free with the kiddies of 12 and under attracting many thousands of car owners and their families these hot, humid evenings. But the unusually warm spell of late July and early August has played old heck with business at Up-



### Use This Information As Your Guide on Release Dates TORONTO

**IMPERIAL**  
Second Week. Scared Stiff (Para.) with Dean Martin and Jerry Lewis.

**LOEW'S**  
The Band Wagon (MGM) Technicolor with Fred Astaire.

**UPTOWN**  
All I Desire (E-U) with Barbara Stanwyck.

**SHEA'S**  
The Farmer Takes A Wife (20th-Fox) Technicolor with Betty Grable.

**EGLINTON & UNIVERSITY**  
The 5000 Fingers of Dr. T. (Col.) Technicolor with Peter Lind Hayes.

**NORTOWN**  
The Desert Song (WB) Technicolor with Kathryn Grayson.

**ODEON-CARLTON**  
Second Week. White Witch Doctor (20th-Fox) Technicolor with Susan Hayward.

**HYLAND**  
The Tiffield Thunderbolt (JARO) Technicolor.

**TOWNE CINEMA**  
Lili (MGM) Technicolor with Leslie Caron.

### MONTREAL

**CAPITOL**  
Second Week. Titanic (20th-Fox) with Clifton Webb.

**LOEW'S**  
The Girl Next Door (20th-Fox) Technicolor with Dan Dailey.

**PALACE**  
Second Week. By The Light of the Silvery Moon (WB) Technicolor with Doris Day.

**SNOWDON-OUTREMONT**  
Francis Covers the Big Town (E-U) with Donald O'Connor.

**PRINCESS**  
Second Week. It Came From Outer Space (E-U) 3-D with Richard Carlson.

**ORPHEUM**  
The Hitch Hiker (RKO) with Edmond O'Brien.

**IMPERIAL**  
Confidentially Connie (MGM) with Van Johnson.

**AVENUE**  
The Passionate Sentry (IFD) with George Cole.

### WINNIPEG

**CAPITOL**  
Scared Stiff (Para.) with Dean Martin and Jerry Lewis.

**ODEON**  
Titanic (20th-Fox) with Clifton Webb.

**GAIETY**  
Thunderbirds (Rep.) and Flame of Barbary Coast (Rep.)

**VALOUR**  
Second Week. Tight Little Island (JARO).

**LYCEUM**  
The Fall Guys (Alliance) and City That Never Sleeps (Rep.).

**GRAND**  
Tall In The Saddle (RKO) with Randolph Scott.

**MET**  
The Snows of Kilimanjaro (20th-Fox) Technicolor with Gregory Peck.

**GARRICK**  
Abbott & Costello Go To Mars (E-U) with Abbott and Costello.

**RIALTO**  
The Hairy Ape (Alliance) and Caged Fury (Alliance).

### VANCOUVER

**VOGUE**  
Desert Legion (E-U) Technicolor with Alan Ladd.

**CAPITOL**  
The Snows of Kilimanjaro (20th-Fox) Technicolor with Gregory Peck.

**STRAND**  
Arena (MGM) Technicolor 3-D with Gig Young.

**ORPHEUM**  
Houdini (Para.) Technicolor with Tony Curtis.

**PLAZA**  
Third Week. Titanic (20th-Fox) with Clifton Webb.

**PARADISE**  
Gunfighters (Col.) Cinecolor and Loose In London (AA).

### CALGARY

**CAPITOL**  
By The Light of the Silvery Moon (WB) Technicolor with Doris Day.

**PALACE**  
Jamaica Run (Para.) Technicolor with Ray Milland.

**GRAND**  
The Great Sioux Uprising (E-U) Technicolor with Jeff Chandler.

**UPTOWN**  
Second Week. The Moon Is Blue (UA) with William Holden.

**STRAND**  
Fair Wind to Java (Rep.) Trucolor and Black Bar (E-U) Technicolor.

### SAINT JOHN

**CAPITOL**  
The Big Frame (RKO) and Prince of Pirates (Col.) Technicolor.

**PARAMOUNT**  
Scandal At Scourie (MGM) Technicolor with Greer Garson.

**STRAND**  
White Witch Doctor (20th-Fox) Technicolor with Susan Hayward.

### MARILYN IN CANADA

Marilyn Monroe, Rory Calhoun and Robert Mitchum have gone before the cameras at Jasper Park, where 20th Century-Fox has started location shooting on the CinemaScope-Technicolor drama, "River Of No Return."

The picture, directed by Otto Preminger and produced by Stanley Rubin, is the fourth currently in production in the studio's new dimensional photographic process.

town first-run theatres where some of the year's worst films are being shown.

Exceptions are the Elgin Theatre, where Esther Williams is helping patrons keep their minds off the weather with her water ballets in "Dangerous When Wet," and at the Capitol where Dean Martin and Jerry Lewis are the favorites of the youngsters in Scared Stiff. Incidentally, the current Elgin date for Miss Williams is the first. Her Metro-Goldwyn-Mayer swimfests usually play the Capitol, where she has long been a big drawing card.

Bright spot is the successful return showing of Stanley Kramer's Cyrano de Bergerac at the Little Elgin. Opening for one week and held over for another stanza, Jose Ferrer in the title role, is attracting thousands of fans he made through his stellar performance in Moulin Ronge.

The Regent Theatre, one of Famous Players' two houses in this city, is becoming the 3-D playhouse of the capital. Current attraction in the third dimension is Sangaree, which opened to good attendances, following a poor review by a local daily film critic.

Civic holiday was ushered in with midnight preview shows at several Uptown first-runs, and at most of the neighborhood theatres and ozoners. What with the five-day week and exodus of well-healed civil servants and the common citizenry and their families to mountain and waterfront cottages, this town was as quiet as the two-mile wide buffer zone on the Korean war front over the August holiday.

### VETERAN SHOWMEN

(Continued from Page 8)

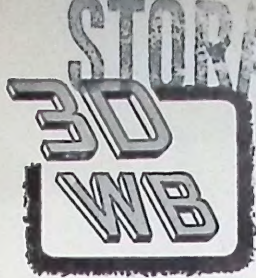
ested have not yet produced their first feature picture.

It is my opinion, whatever are the reasons for the slow movement, the movement for our business may have missed the Streetcar or Bus of Profit, and of freedom from formidable competition.

Meanwhile, this Motion Picture Industry of ours, is full of surprises, and continues to be a fascinating, as well as a profitable enterprise.

If, "Gone With The Wind," can gross \$30,000,000 in Distribution, during its years of exhibition, and there is still plenty of life in that Wind-Blown Box-Office, it is not fantastic to conceive \$50,000,000 for, The Robe, or some other picture of a similar appeal and magnitude.

Where will the \$50,000,000 on one picture come from? The dear little box-offices of Exhibitors; and thus begins a new Motion Picture Era of, The Battle of The Giants, in which veteran showmen repeat on past performances, and our generation carries on where they have left off.



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"WE MAKE OUR STAND  
AT THE RIVER...  
AND WE'LL STAND TILL  
THE RIVER RUNS DRY!"



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**DICK WESSON · ONSLOW STEVENS · STEVE BRODIE**  
WRITTEN BY  
**JAMES R. WEBB**  
MUSIC BY  
**MAX STEINER**  
PRODUCED BY  
**DAVID WEISBART**  
DIRECTED BY  
**GORDON DOUGLAS**

